

*Providence Tourism Council  
Minutes to Board of Directors Meeting  
December 10, 2013*

**Members Present:** Pam Baldwin, Deborah Brayton, Paul Brooks, Michael Gennaro, Jeff Hirsh, Jim McCarvill, Kibbe Reilly

**Also present:** Kristen Adamo (PWCVB), Susann DellaRosa (financial), Terry Gallagher (Lou Hammond), Susan Leach DeBlasio (legal counsel), Martha Sheridan (PWCVB)

1. **Call to Order:** Chairman Paul Brooks called the meeting to order at 4 PM.
2. **Approval of Minutes:** A motion to approve the minutes of the June 6, 2013 meeting was made by Jim McCarvill; the motion was seconded by Deborah Brayton. The Board voted unanimously to approve the minutes.
3. **Finance report/approval of budget:** Susann DellaRosa reviewed the PTC balance sheet and the budget to date. A motion to approve the finance report was made by Michael Gennaro; the motion was seconded by Martha Sheridan. The Board voted unanimously to approve the finance report.
4. **Lou Hammond Report:** Terry Gallagher reported on an array of recent Lou Hammond & Associates activities, including the following:
  - a. Press releases were submitted re: holiday activities in Providence, fall events, Rhode Island ComicCon, Halloween
  - b. Hot Tip Program focused on the holidays and winter, spreading the word on family friendly hotels, unusual Christmas trees, winter events, Black Friday
  - c. Value Blasts on hotel packages
  - d. Media visits by Clint Brownfield of the *NY Post*; Budget Travel; jaunted.com; the *New York Times* (coming in 2014)
  - e. Desksides with the *Wall Street Journal*, *Food & Wine*, *Fodor's*, *Worth Magazine*, *Departures*
  - f. Media pitches were made:
    - 1) The *NY Times*' Chuck Carberry re: RI Spring Flower & Garden Show
    - 2) Top Chef Masters – discussing Providence episodes
    - 3) Travel & Leisure: America's Hippest Cities
    - 4) Parade Magazine: for their "Names" Column, Ambrose Burnside
    - 5) Roger Williams Park Zoo
    - 6) AS220 summer festivals
    - 7) 88 Piano Bar opening
  - g. Social Media:

There are 3,000 Lou Hammond followers on Twitter. LHA used Facebook to promote Museum Day at RISD.

- h. The Weather Channel ran a WaterFire promo; more than 1 million viewers saw the segment.
- i. Upcoming outreach
  - 1) Media-focused culinary event
  - 2) NYC Media Desksides
  - 3) Learning vacations
  - 4) RI Chefs for media appearances.

**5. PWCVB:** PWCVB VP of Marketing and Communications Kristen Adamo reported:

- a. In *Travel & Leisure's* "America's Favorite Cities" issue, Providence was rated:
  - #2 in food
  - #1 in fall getaway
  - #1 for pizza
  - #2 for fine dining
- b. *Saveur* magazine named Providence a noteworthy destination.
- c. Advertising
  - 1) Wrapping up ad campaign for Providence being America's #1 Food City
  - 2) Developed special Halloween themed splash page on web site
  - 3) Currently producing advertising for Providence Restaurant Weeks
- d. Collateral Material – produced a new Christmas ornament with ChemArt to sell at the PWCVB Visitor Center
- e. Special Events
  - 1) hosted site visits for Rising Star Chef Awards scheduled for April 2014
  - 2) working with Zagat on guide to Providence and a launch event
- f. Electronic Media – revamping web site content and structure
- g. Community Relations
  - 1) Collaborating with Providence Children's Film Festival for Feb school vacation week
  - 2) Assisting RI Flower & Garden Show with promotional opportunities
- h. Kerri Furtado also provided a handout on group sales activities

**6. Grants Report and Vote:** Grants Committee Chair Deborah Brayton reviewed the recommendations of the Grants Committee as follows:

- a. Providence Children's Film Festival: \$10,000
- b. Eat Drink RI Festival: \$15,000
- c. Providence Art Windows: \$5,000

Jeff Hirsh made a motion to approve the grants as presented and the motion was seconded by Deborah Brayton. The Board voted unanimously to approve the grants as presented.

An additional grant was voted on for Trinity Rep to receive a grant of \$20,000 to create a community billboard on the back exterior wall of the theater building. Kibbe Reilly and Michael Gennaro abstained from discussion and voting on this grant. Jim McCarvill

made a motion to accept the grant funding, contingent on Trinity's clearing a zoning hurdle. The motion was seconded by Jeff Hirsh and unanimously approved.

**7. Old Business:** None

**8. New Business:** None

**9. Adjournment:** The meeting was adjourned at 4:57 PM.

Respectfully submitted,

Kibbe Reilly  
Secretary, PTC